

Order Date

All

Country

All

Go to Sales  
Dashboard

## ECOMM Dashboard



3788

Product Count

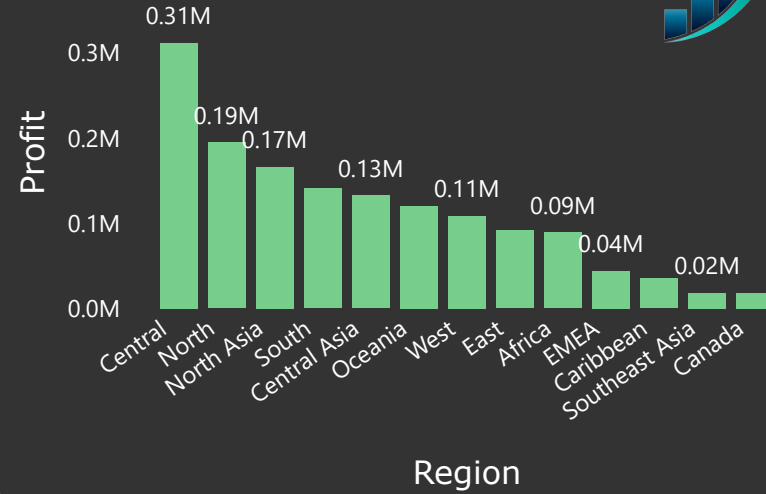
1.47M

Profit

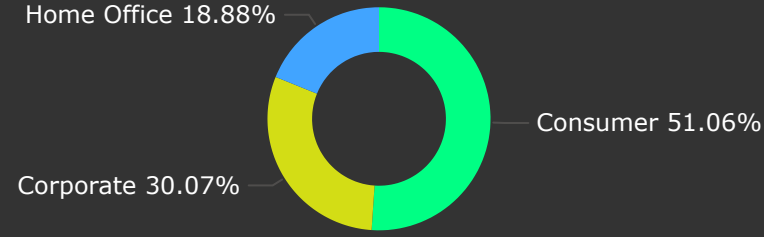
14

Count of Quantity

Profit by Region



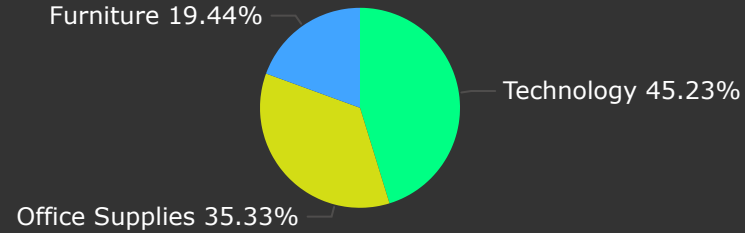
Profit by Segment



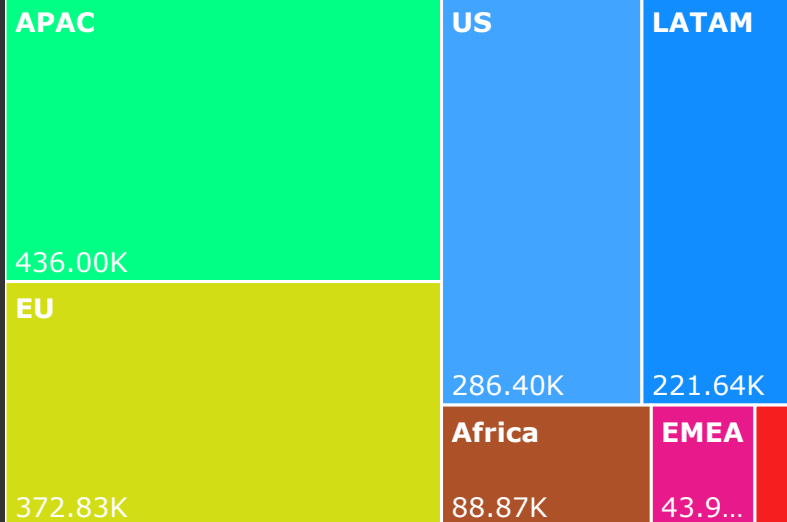
Profit by Country & City

Country	Sum of Profit
Total	1,467,457.29
United States	286,397.02
China	150,683.09
India	129,071.83
United Kingdom	111,900.15
France	109,029.00
Germany	107,322.82
Australia	103,907.43
Mexico	102,818.10
Spain	54,390.12
El Salvador	42,023.24
Cuba	38,889.22
Nicaragua	33,401.44
Brazil	30,090.50
Guatemala	27,944.69
Iran	26,856.24
Austria	24,341.70

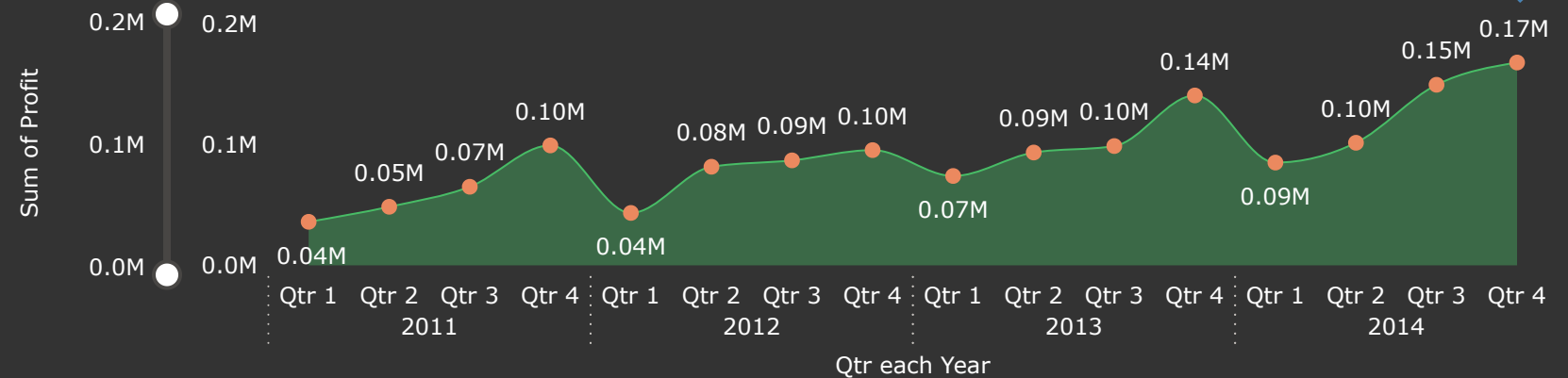
Profit by Category



Profit by Market



Profit by Year and Quarter



Order Date

All

Country

All

Go to Profit  
Dashboard

## ECOMM Dashboard



3788

Product Count

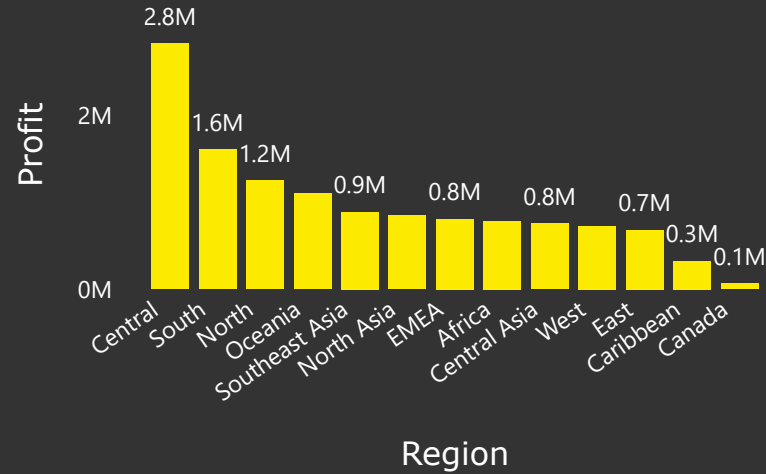
12.64M

Sales

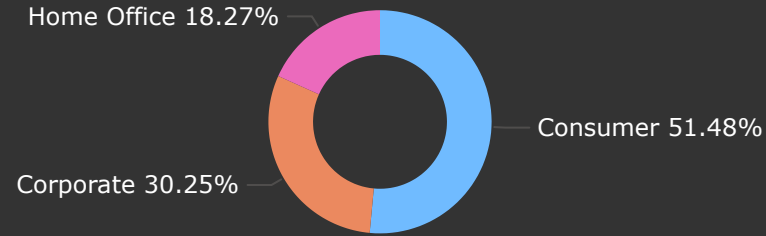
14

Count of Quantity

### Sales by Region



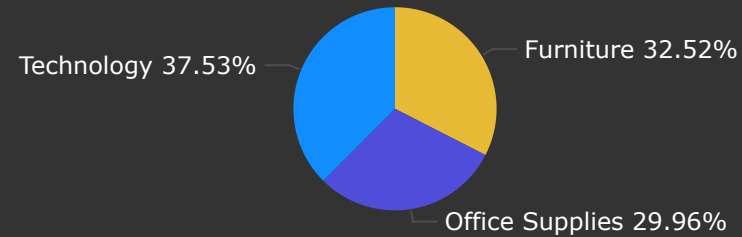
### Sales by Segment



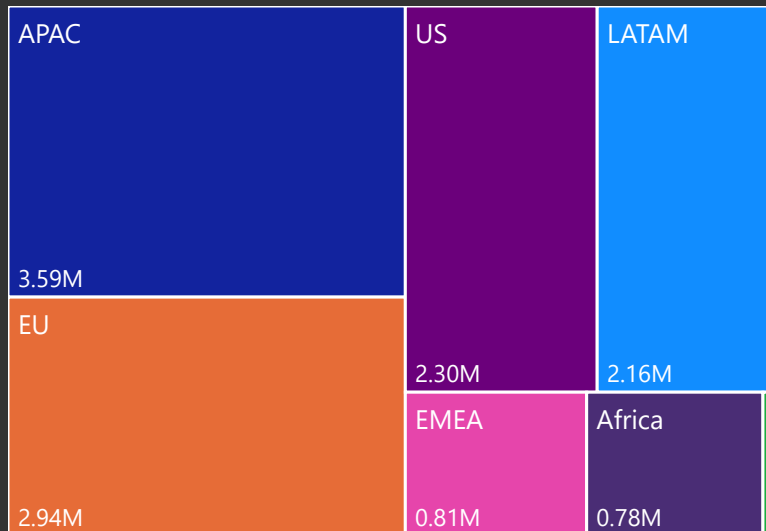
### Sales By Country & City

Country	Sum of Sales
Total	12,642,501.91
United States	2,297,200.86
Australia	925,235.85
France	858,931.08
China	700,562.03
Germany	628,840.03
Mexico	622,590.62
India	589,650.10
United Kingdom	528,576.30
Indonesia	404,887.50
Brazil	361,106.42
Italy	289,709.66
Spain	287,146.68
Philippines	183,420.17
El Salvador	177,554.90
New Zealand	172,020.62
Cuba	158,854.94

### Sales by Category



### Sales by Market



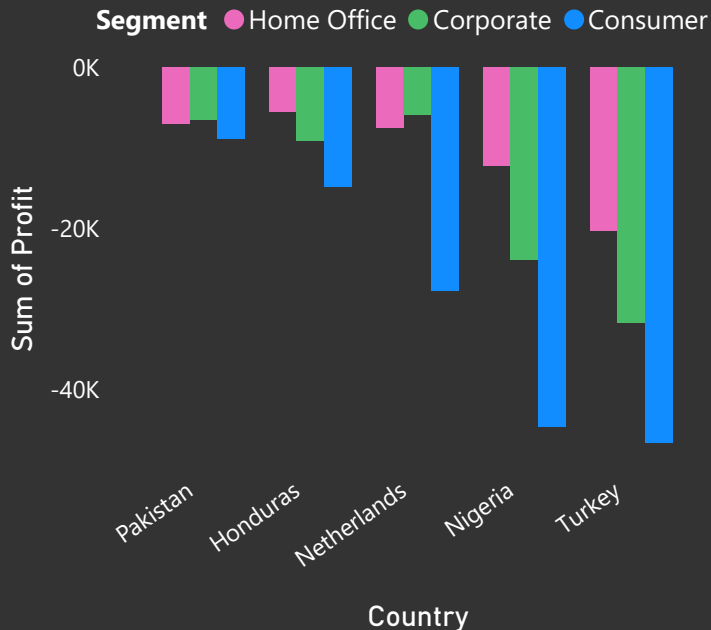
### Sales by Year and Quarter



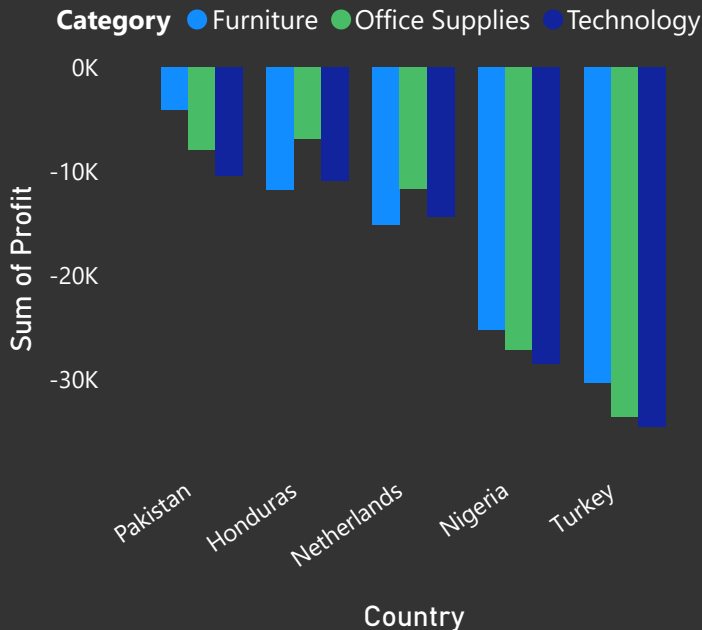
# ECOMM Sales vs Profit and Loss Analysis



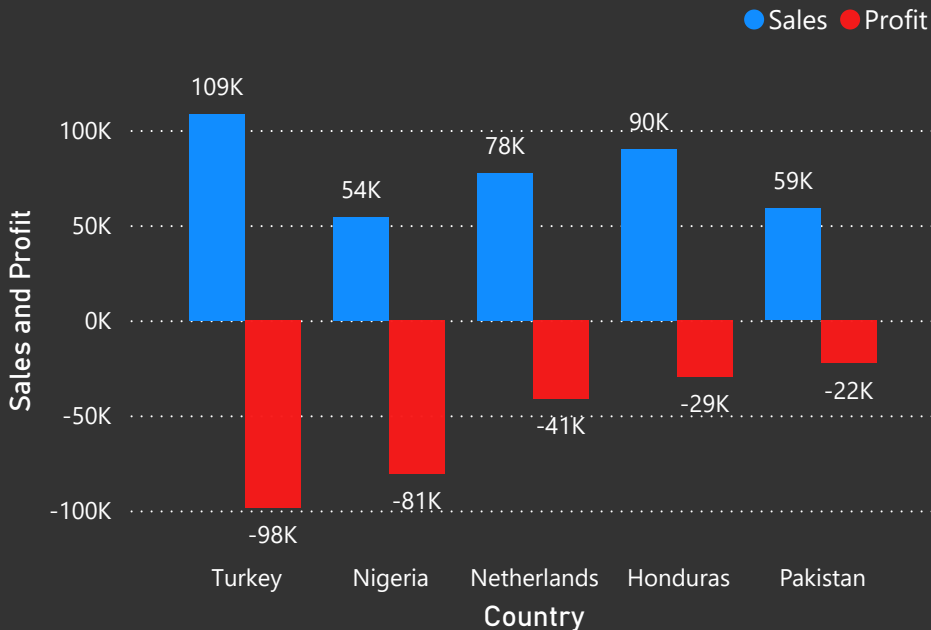
## Loss in Top 5 Country by Segment



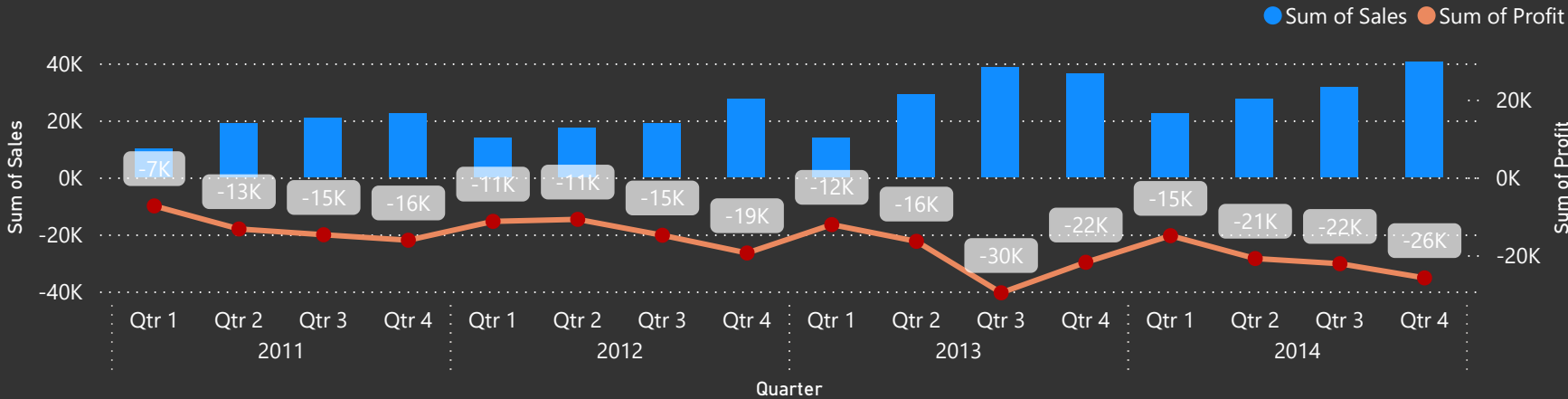
## Loss in Top 5 Country by Category



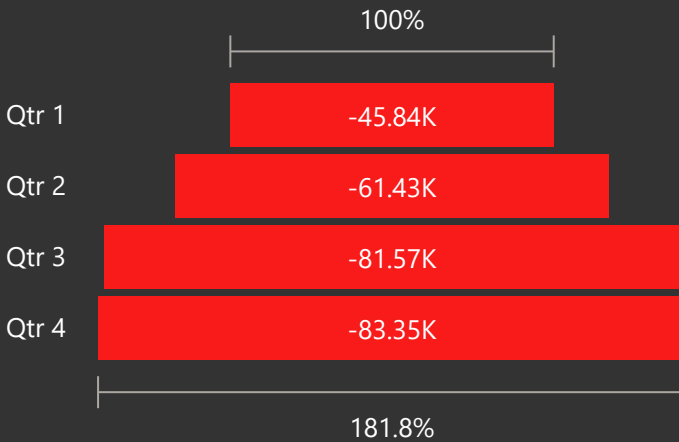
## Sales vs Profit in Top 5 Country



## Sales vs Profit in Top 5 Country Each Quarter



## Loss in Top 5 Country by Quarter



# SUMMARY



Profit and sales have consistently been dropped in Qtr 1 of each year which shown in the Profit & Sales dashboard.

In the loss analysis it is found that five countries—Turkey, Nigeria, Netherlands, Honduras, and Pakistan—show high sales but significant losses, particularly Turkey, Nigeria, and the Netherlands. An in-depth analysis reveals that the these countries had started loses between 3rd and 4th quatre which noticed from loss analysis chart. A detailed table has been generated to highlight the top 5 countries with significant losses. Addressing these areas can drastically improve profits.

The above country falls under EMEA Market/Region.

Segment	Category	Honduras	Netherlands	Nigeria	Pakistan	Turkey	Total
Total Consumer	Total	-29,482.37	-41,070.07	-80,750.72	-22,446.65	-98,447.23	-272,197.04
	+	-14,799.15	-27,751.16	-44,585.37	-8,847.83	-46,518.76	-142,502.28
	+	-5,237.86	-9,939.47	-13,952.19	-3,325.51	-15,234.14	-47,689.17
	+	-3,545.44	-6,965.55	-16,560.38	-2,813.50	-17,581.93	-47,466.81
Corporate	+	-6,015.85	-10,846.14	-14,072.80	-2,708.82	-13,702.69	-47,346.30
	Total	-9,123.34	-5,878.32	-23,921.75	-6,546.72	-31,666.71	-77,136.84
	+	-4,791.47	-1,026.83	-6,866.81	-401.59	-8,455.80	-21,542.50
	+	-1,459.93	-2,564.73	-6,104.09	-2,599.68	-8,558.96	-21,287.39
Home Office	+	-2,871.93	-2,286.77	-10,950.85	-3,545.45	-14,651.95	-34,306.95
	Total	-5,559.88	-7,440.59	-12,243.59	-7,052.10	-20,261.76	-52,557.93
	+	-1,726.58	-4,146.46	-4,413.35	-358.11	-6,634.25	-17,278.75
	+	-1,855.43	-2,099.36	-4,423.37	-2,522.40	-7,410.07	-18,310.62
	+	-1,977.87	-1,194.78	-3,406.88	-4,171.59	-6,217.43	-16,968.55